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Position, by Brad VanAuken. This trusted guide is used by marketers globally to develop effective brand strategy. Brand Aid December 08th, 2011 Brand Aid For The Holidays

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certain does! She describes these irresistible critters as "quiet, clean, friendly, curious, active, and easy-to-please." In deciding whether the gerbil is for you, Anastasi offers this advice: "If you are looking for a seemingly limitless cache of cuteness;from

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their long, fanning whiskers and large almond-shaped eyes to their bunnylike hind legs and tufted tail tips; then gerbils are for you!"

Clearly bitten by the gerbil bug, the author begins by providing some basic natural history about gerbils, their origins on the

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raising the young; and exhibiting gerbils at shows. The discussion on housing covers the selection of the ideal enclosure, basic housing setup, accessories, safety, and a guide to cleaning the tank. The chapter "Taming and Handling Your Gerbils" offers a step-by-

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attributes. Aaker shows how to break out of the box by considering emotional and self-expressive benefits and by introducing the brand-as-person, brand-as-organisation, and brand-as-symbol perspectives. A second pitfall is to ignore the fact that

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individual brands are part of a larger system consisting of many intertwined and overlapping brands and subbrands. Aaker shows how to manage the "brand system" to achieve clarity and synergy, to adapt to a changing environment, and to leverage

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